

**RETAIL COUPON DISTRIBUTION APPARATUS AND METHOD**

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**ABSTRACT OF THE DISCLOSURE**

5 A mobile communication system utilizes a mobile two-way communication device such as a cellular telephone, pager, personal digital assistant (PDA), palm-held computing device, and the like, connected to a network. The mobile two-way communication device has a display screen, such as an liquid crystal display (LCD) screen, that is capable of displaying a barcode. The image of a barcode is displayed on the two-way communication device by creating an optical image that can modulate a laser in motion, such as the laser used in a retail barcode scanning device.